Candy Bar Gazebo

Issue 32, Fall, 1991 -Confectionery Goodies Journal- A Treat To Read

THE COLUMBIAN EXPOSITION - CHICAGO WORLD'S FAIR, 1893

What got the American machine-made candy bar off live and kicking? The Columbian Exposition!

The fair was scheduled to open in 1892 to commemorate Christopher Columbus' voyage of discovery, but delays didn't see the fair open until 1893.

At the fair, among other things, several confectioners made their appearance. Walter Lowney of Boston had some hand-made chocolate bars to show. F.W. Rueckheim was showing his product that was to be known as Cracker Jack. And Milton S. Hershey, who became a millionaire by selling caramels, was roaming around.

The young star of the show who captivated the hearts of Chicagoians was the daughter of President Grover Cleveland, Ruth. A commemorative coin was struck for the fair showing President Cleveland, his wife Frances, with Ruth in the middle. Underneath her was the label, Baby Ruth.

Otto Schnering was a youngster who visited that fair, and later on when he was a grown-up he named a candy bar after her - the Baby Ruth candy bar.

Two things that impressed Milton S. Hershey at the fair were a chocolate exhibit and some chocolate making machinery on display from Dresden, Germany. He saw the potential in chocolate, ordered some of the machinery, had the machinery shipped to his factory in Lancaster, PA, and became the first American to turn out machine-made chocolate bars in 1894, Hershey Bars.

The other exhibit that not only dazzled Hershey, but also everyone else, was the exhibit created by the Stollwerck Bros. Chocolate Company of

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Cologne, Germany. The Stollwerck exhibit was a Statue of Germania who was in the center of a temple that stood 38 feet tall. The temple was composed of 30,000 pounds of chocolate and cocoa butter (the temple was supported by and covered a wooden frame). By an artistic application of the cocoa butter, a marbled effect was produced. The statue of the goddess, Germania, was 10 feet high, sculpted out of a 2,200 pound solid block of chocolate. The base of Germania's throne was decorated with reliefs, more than lifesize, of the Emperors William I, Frederich III, and William II, as well as of the paladins, Bismarck and Moltke. The temple rested on a foundation formed by massive blocks of chocolate, and above the arch where the dome started, the six columns were crowned by flying eagles of solid chocolate, while the dome was decorated with the Imperial Crown of Germany.

Hershey saw the potential in chocolate and chocolate making machinery, and that saw the birth of the American Candy Bar in 1894. (more next issue)

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JOHN CLEESE CALLARD & BOWSER COMMERCIAL #3

(The humorist, John Cleese, a few years ago made a series of humorous radio commercials for Callard & Bowser. (Script courtesy of Callard & Bowser.)

"Hello there. Look, apparently the last time I was on the radio talking about this frightfully good, rather sophisticated English candy, where I said the name of the people who made this candy, which is Callard & Bowser, I didn't say Callard & Bowser terribly clearly, and so all you good American persons have been going into the supermarkets and drug stores asking for Bollard and Chowzer, and Callas and Grover,and Gizzard and Powder.So let's get the name straight, shall we? It's Callard & Bowser!

Callard - that's Cal, as in CAL-vin Coolidge, and lard, as in Jess Wil-LARD. And Bowser, that's Bow, as in BAU-haus, or better still, Mutiny on the BOW-n-ty. And Zer, as in pan-ZER division.

So if you want to try the best, most sophisticated and upper class candy we make in England, it's quitesimple. All you have to do is to think of CAL-vin Coolidge and Jess Wil-LARD, and as in Hans Christian AND-erson, and then BAU-haus, or Mutiny on the BOW-n-ty, and a pan-ZER division. Callard & Bowser!

Ah, it may take a little time to get hold of, but I think you'll find it worth it!"

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A TREAT TO READ

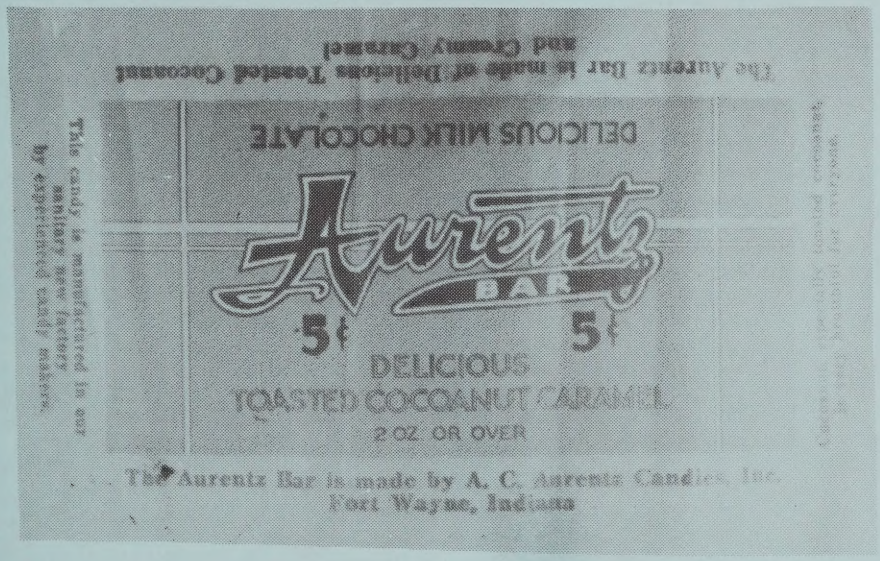
FORT WAYNE, INDIANA

August C. Aurentz was first listed in the Fort Wayne, Indiana, city directory as a confectioner in 1894/95. He was the son of Solomon Aurentz, a pioneer Fort Wayne grocer.

Aurentz ran his candy factory until 1926 when he died. His sister, Mary Aurentz Muhler became the owner at that time and continued in that capacity until 1930. She died in 1932. In 1931 Aurentz Candies had as president a Gerald A. Steckbeck, but by 1933 the company no longer dabbled in the candy business, going into cigar manufacturing instead.

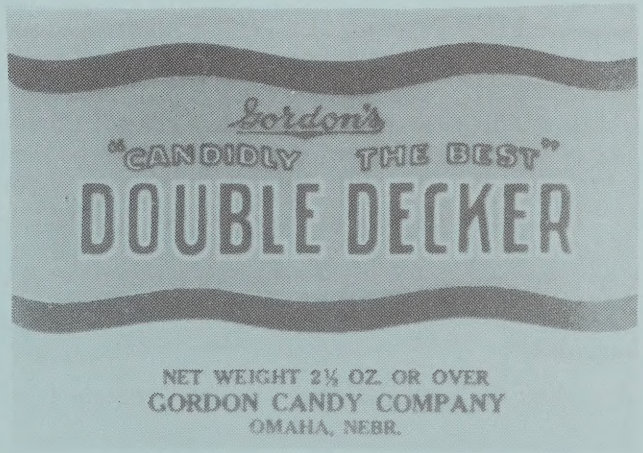
One of the better known 5¢ candy bars of the 1920s issued by Aurentz was the Aurentz bar made of toasted coconut and caramel. This bar's wrapper carried the side message, "Cocoanut, especially toasted cocoanut, is very healthful for everyone."

(Information provided by the Allen County Public Library, Fort Wayne, Indiana - wrapper from the Bitterman Collection.)



OMAHA, NEBRASKA

The Gordon Candy Company was located in Omaha, Nebraska, back in the 1920s and 1930s. The Omaha World-Herald had no record of the company, but it did produce such 5¢ bars as Krunchy Nut and Double Decker. The Slogan, "Candidly the Best," was carried on bar wrappers. (Continued next page)



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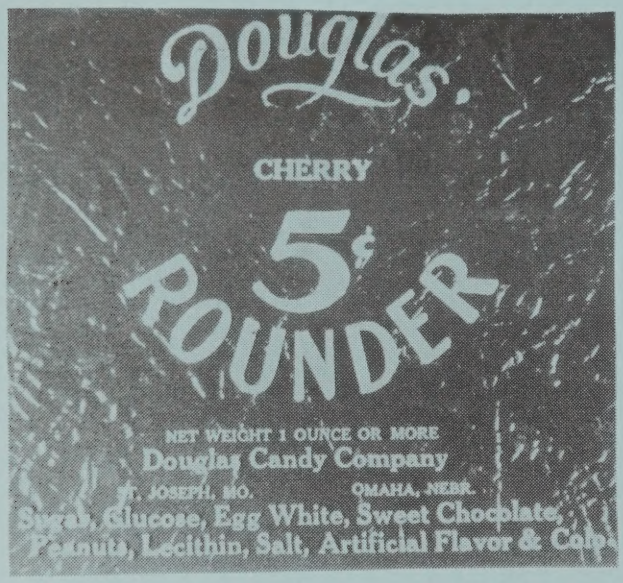
The Douglas Candy Company had factories in both Omaha and in St. Joseph, Missouri. Douglas Candy was founded in 1896 by Ralph Wilson Douglas and his father. Some of the 1930s and 1940s bars made by the Douglas Company were Cherry Rounder, Cream Puff, Bittersweet Mint, Black Walnut Divinity, and Mallo Nut.

The Douglas Candy Company was still in operation in 1965. But references to that company petered out after that.



The Omaha World-Herald in 1958 reported that folks were sinking their teeth into a new Nebraska product at the State Fair - it was home-grown beef that was made into a beef candy. The candy was passed out free by the Nebraska Cow-Belles, a group of ranchwives. The president of the group said,"Less calories, more protein." The Cow-Belles had available in their booth a beef candy bar brought in from the state of Oregon. The candy was a divinity-like goody made with dehydrated beef. The candy bar was known as the BF Bar, and was developed by an ex-rural school teacher who had run a confectionery store in Alliance, Nebraska. The lady's name was Mrs. Eloise Hill, and she had a patent pending on her product. She had not made any effort to sell the candy bar through retailers, and she was quoted in the World-Herald: "At the present time I question whether this will ever become a big operation. But I do have hopes."

The BF Bar was last heard from in 1959. Guess Mrs. Hill had a product on the market that was a bit ahead of its time.

SARRIS CHOCOLATE FACTORY & ICE CREAM PARLOUR

Located in Canonsburg, Pennsylvania, just a tad out of Pittsburgh, is the home of the unique establishment, Sarris Chocolate Factory & Ice Cream Parlour. (Canonsburg is also the home of singers Perry Como and Bobby Vinton.)

During the last Easter Season among its very good chocolate creations were chocolate figures made to honor the U.S.military that were involved in the Desert Storm conflict. There were chocolate bunnies (four different) wearing caps of U.S.military branches - Army, Navy, Air Force, and Marine. There also was a bigger bunny to represent Gen. Schwartzkopf that weighed in at 100 pounds. (The others weighed 25 pounds each.) The bunnies were just for display and attracted lots of attention. On sale were smaller patriotic chocolate items such as Patriot missiles and Stealth bombers.

Sarris Candies employs 150 people in Canonsburg, according to Athena Sarris.

HOME AGAIN FOODS

Home Again Foods, the maker of Christopher's Chewies, is located in Orangeburg, New York. It was started back in 1986 by Susan and Joyce Barufaldi when a New Jersey entrepreneur asked the Barufaldis if they were interested in producing an all-natural snack bar she was marketing to area health-food stores. The Barufaldis seized the opportunity.

The product, which requires no cooking to create, only mixing, was a variation of Rice Krispy cookies the New Jersey woman had developed and named after her son, Christopher. The Barufaldis bought the exclusive rights to all the different kinds of Christopher's Chewies.

The Barufaldis estimate their chewies are available in more than 2,000 outlets and come in eight flavors at present. The Lemon Raisin Walnut is especially appealing to the taste buds.

Around 25 employees are now on duty on two shifts for this company that's growing just like Topsy. Joyce Barufaldi never thought that a similar cookie she had made 20 years ago for her daughter, Susan, would develop into a booming business for the two of them.

A recent survey made by a Manhattan-based comsumer product research firm, said all-natural food bars were one of the faster growing segments of the snack market.

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NEWS TADBIT

John Wagers, owner of Idaho Candy Co., Boise, ID (makers of the Idaho Spud candy bar, was named Idaho Small Business Person of the Year at an awards ceremony in Washington, DC, recently.

CANDY BAR WRAPPERS
1991 Recommended Price List

The first price list for candy bar wrappers appeared in The Chocolate Chronicles in 1985. An updated price list appeared in Antiques & Collecting, 1989. The 1991 price list updates the previous two lists.

CATEGORY I - All wrappers are in this category as a base. Wrappers that do not move from this category just have name, list of ingredients, etc.

Age	Mint/Excellent	Slightly Worn	Worn/Tears
Pre-1920s	$18.00+	$14.00+	$11.00+
1920s	$11.00+	$10.00+	$9.00+
1930s	$10.00+	$9.00+	$8.00+
1940s	$9.00+	$8.00+	$7.00+
1950s	$8.00+	$7.00+	$6.00+
1960s	$7.00+	$6.00+	$5.00+
1970s	$3.00+	$2.50+	$2.00+
1980s	$1.00+	$.75+	$.75+
1990s	$.75+	$.50+	$.50+

CATEGORY II -These additional prices can be added to base prices listed in Category I for wrappers with special artwork or printing.

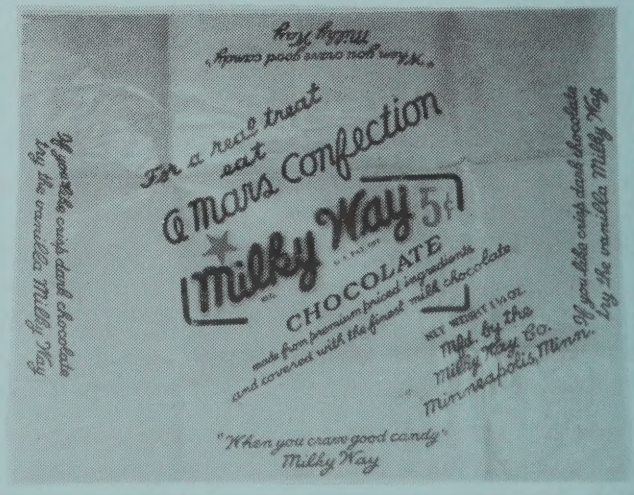
Pre-1920s through 1940s	$9.00+
1950s through 1970s	$5.00+
1980s	$1.50+
1990s	$.50+

CATEGORY III - These additional prices can be added to base prices listed in Category I or II or both for wrappers with other special features such as personalities.

Pre-1920s through 1940s	$9.00+
1950s through 1970s	$5.00+
1980s	$1.50+
1990s	$.50+

Wrappers may fit in just Category I, a combination of Category I plus either II or III, or in all three categories depending on conditions. Some examples are shown below.

Category I


For a real treat eat
a Mars Confection
Milky Way 5¢
CHOCOLATE
made from premium priced ingredients and covered with the finest milk chocolate
Mfd. by the Milky Way Co. Minneapolis, Minn.
"When you crave good candy" Milky Way

Categories I,II

All categories

CHAMPLAIN CHOCOLATE COMPANY

It was the year 1983 when Jim Lampman started up the Champlain Chocolate Company in Burlington, Vermont. And because of both being a successful businessman and an excellent chocolatier, Jim and his partner, recently opened their first franchise store in the financial district of Boston.

Champlain won an award in 1989 in the Candy Bar Gazebo Best New Bars of 1989 category for its Five Star Caramel Bar. Lampman said in a recent letter that the Caramel Bar outsold its companion bar, Fruit and Nut, but not by a substantial margin.

The market for Five Star bars is the specialty food stores. And the Champlain Chocolate Co. has gained a nice reputation for quality products over the years. Wholesaling is about 50% of total sales.

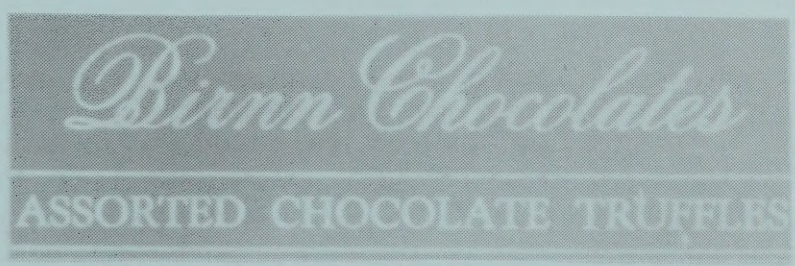
Jim expects there will be some new Five Star bars on the market soon, but in the meantime has come out with the new Euro Bars which are straight forward elegant chocolate bars in four flavors. The Legendary Dark is 70% chocolate liqueur, as an example.

Sales for Champlain products are in the New England states at present, but are spreading to such areas as metro New York City. The scene looks good for this company that combines quality with marketing pizzazz.

BIRNN CHOCOLATES

Birnn Chocolates of Highland Park, NJ, was started in 1932 as Regina Sweets. In the late 1940s the name was changed to Birnn Chocolates and the business was built to include 11 retail stores that sold products made in the Highland Park factory. The name Birnn became associated with fine candy in the Central New Jersey and Philadelphia areas.

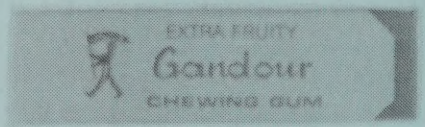
The Birnn truffle was created in 1985, and the company makes truffles for more than 800 confectionery stores in 40 states. Birnn truffles are spherical, one inch in diameter, filled with a silky smooth center (ganache) and distinctively decorated for easy identification.



LETTERS AND WORDS

Ira Katz, Los Angeles, CA, sent along a clipping from the Los Angeles Times that reported on the Nut Goodie candy bar made by the Pearson Candy Co., St. Paul, MN. The bar, first introduced in 1912, was discontinued in 1982, but the bar then was resurrected by loyal fans who sent in letters until the bar was restored to the marketplace. Direct sales are limited to several midwestern states (Minnesota, Iowa, the Dakotas, and western Wisconsin). But now, Pearson Nut Goodies are available by mail. A box of 24 is shipped for $13.50. Write Customer Service, 2140 E. 9th St., P.O. Box 66459, St. Paul, MN 55164.

Bill Murphy, Jr., Andover, MA, back in civilian life after active duty in operation Desert Storm, brought back some confectionery products from Saudi Arabia. From England by Mars was the Galaxy chocolate bar. Also made in England by Mars for export to Spain was the Opal Fruits candy. And made in Switzerland by Lindt & Sprüngli was the Chocoletti bar. Produced by the Saudi Chewing Gum Production Co. of Jeddah was the extra fruity Gandour chewing gum. Bill didn't get the opportunity to sample many U.S. made bars sent over to the troops.

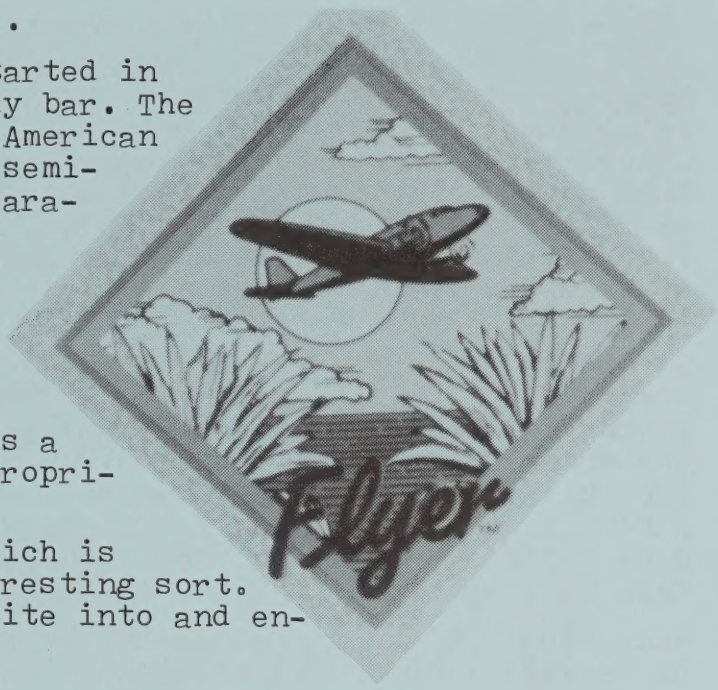


Frank Fiore, Hollidaysburg, PA, sent along a clipping from the Altoona, PA, newspaper commenting on the sale of the Clark Bar by Leaf of Chicago to Pittsburgh financier Michael P. Carlow. Carlo also is getting the Black Cow and Slo Poke brands in the transaction. Frank writes that the Clark bar made by Leaf did not have the caramel center that the old Clark bar had. And Frank hopes the new owners will put it back in.

Stormy Kasser, Crosby, TX, wanted to track down a bar known as the Viva bar that her uncle remembered from around 30 years ago in the Midwest. The Viva bar was a so-called "health" bar distributed by Brunswick Laboratories of Worth, Illinois.

Anthony W. Lanier, Quincy, MA (1071 Southern Artery, 603) 02169, wants to correspond with other candy bar wrapper collectors.

PARIS CHOCOLATES, INC.



Paris Chocolates, Montclair, NJ, was started in 1988 and is the maker of the Flyer candy bar. The bar comes in two varieties, a handmade American caramel center coated with an imported semi-sweet Swiss chocolate, and a blend of caramel and pecans coated with the same imported Swiss chocolate. The company also puts out a newsletter, "The Chocolate Letter," which it supplies to its dealers.

Where did the name Flyer come from? The company owner, John Paris, because he is a former balloonist, thought the name appropriate for his high-flying bar.

Inside each bar wrapper is a card on which is revealed airplane trivia of a most interesting sort. The card makes for fun reading as you bite into and enjoy this quite good tasting candy bar.

MARIE'S CANDIES

Marie's Candies started out in West Liberty, OH, but now also has a store in Bellefontaine, Ohio. Among the many very good confectionery products turned out by this company is the excellent creation, Turkins, which is a combination of caramel and pecans covered with one of three coatings, light chocolate, dark chocolate, or pastel coating.

Marie's Candies got started in 1956. But it had its beginning before that. In 1941 Winfred King, a young farmer came down with polio and became confined to a wheelchair. He and his wife, Marie, to express their thankfulness for the favors done them over the years began giving gifts of homemade candies. And it was in 1956 that the two founded the company that then began providing a living for them. Peppermint chews and nut clusters were two of the first candies they made. Their son Jay assumed ownership in 1977 and continues to supply the public with great candies.

LETTERS FROM READERS

Harry Ellsworth, Northbrook, IL, sent along an article from the Pioneer Press, a chain of local weeklies in the Chicago area. The article concerned candy and the candy bar drop of 1935 when 1¢ Baby Ruth bars were dropped by individual parachutes from a plane flying over kids in a Duncan Yo-Yo contest on Davis Street in Evanston, Illinois.

Timothy Gaginella, Vernon Hills, IL, wrote to say he's interested in acquiring candy bar wrappers. His address - 1109 W. Royal Oak Drive, Vernon Hills, IL 60061.

FROM FOREIGN CORRESPONDENTS

Harry Levene, London, England, sent along photocopies of a Little Mermaid set put out by Nestlé for sale only in Switzerland. The Sainsbury's Milk Chocolate bar was produced in Switzerland by Lindt & Sprüngli for sale in England by Sainsbury. The Sainsbury bars are very good and also an excellent buy as they are cheaper than bars carrying the Lindt & Sprüngli labels. The Nestlé Merveilles du Monds wrapper is from France and is one of a set of wrappers that includes wild life photos, there being more than 400 in the set.

Levene sent along several Cote d'Or wrappers such as the Belgian made Cocoa Strong bar. The bars were made for export to Spain but were on sale in England at less than half the usual price, and the chocolate was excellent. The Moments bar made by Joseph Terry & Sons of England is a good tasting bar (milk chocolate, soft caramel, whole hazelnuts), as is the St. Michael 2 Plus 2 made in England for Marks and Spencer department stores. And made in Switzerland for Marks and Spencer is the St. Michael Swiss Mountain Bar, which reminds one of the Toblerone bar.

And, finally, Harry sent along the wrapper from one of the Chocolate bars by Bagley of Buenos Aires, Argentina.

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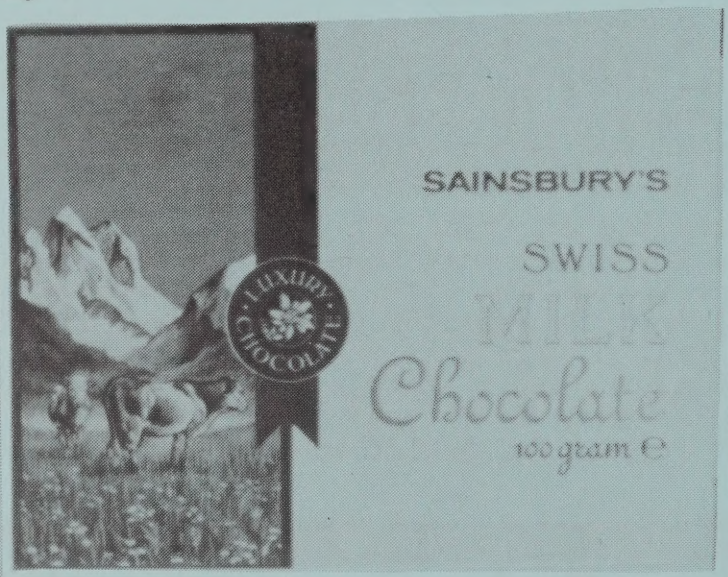

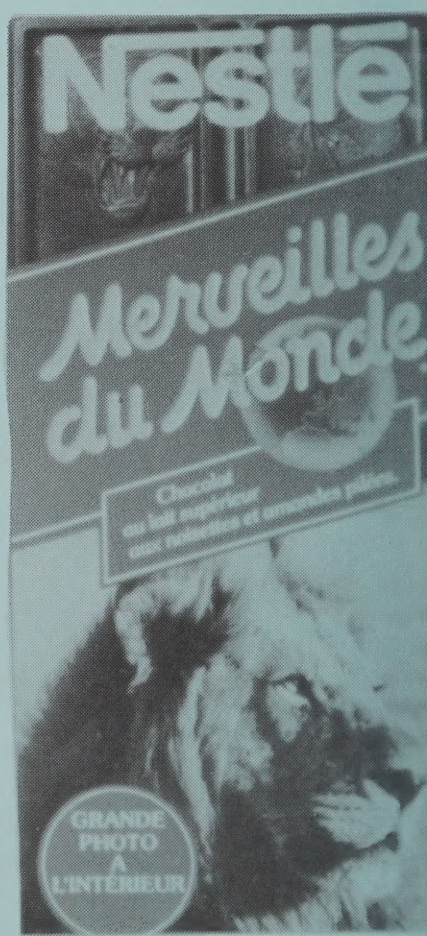

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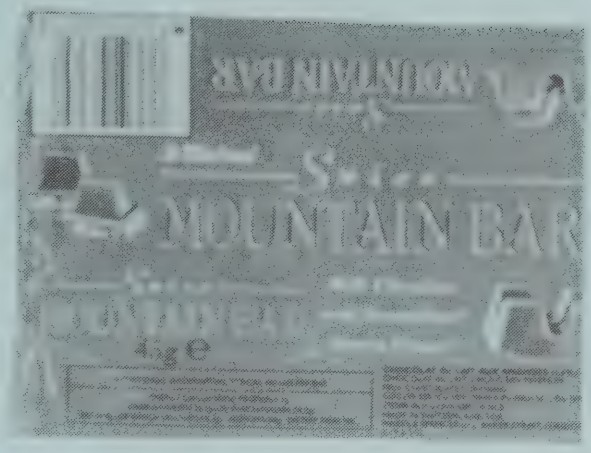

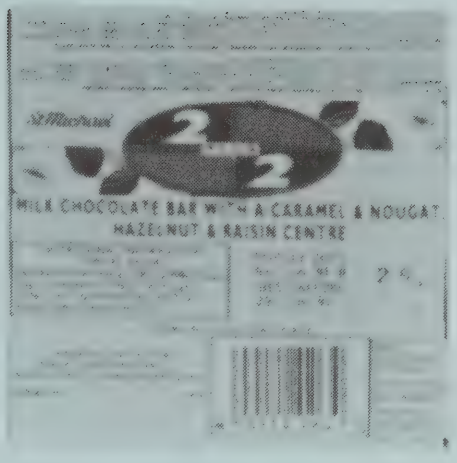

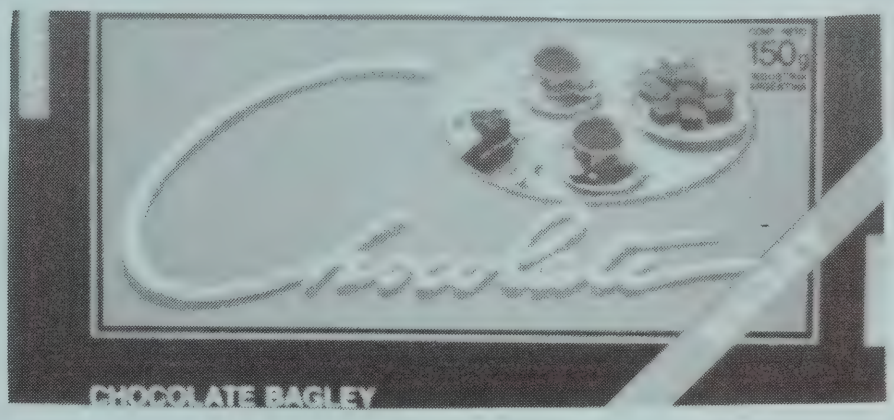

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CONCHO CANDIES

Located in San Angelo, Texas, Concho Candies is a two-year-old firm established by Mary Lou Watkins and her niece, Blenda Aycock. They have made over 65,000 pecan pralines, one recipe at a time, all totally homemade. Concho Candies is part of the "Taste of Texas" program, which means that products are from Texas and 80% of the ingredients come from Texas. The company started delivering products to restaurants in San Angelo. And the company now specializes in mail orders and has shipped to 39 states and four countries.

Both chocolate and original vanilla pralines are produced. The pralines have a shelflife of 7-10 days and maintain a creamy texture. They can be frozen for up to nine months with excellent results say the owners. Orders are sent out complete with a "Texas" neckerchief bow to which is attached a red cutout in the shape of Texas with the legend, "Homemade with Love from Texas."

Pralines come $6.00 a dozen and gift packages start at $6.50 plus tax and shipping. Concho Candies, P.O. Box 3451, San Angelo, TX 76902.

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NEWS TADBIT

The action in Martha Grimes' The Old Contemptibles (1991, Little, Brown and Company) takes place in England. And a Wispa candy bar and a box of Cadbury's chocolates play an important part as the plot unfolds.

CANDY BAR TIMELINE

In 1893 Good & Plenty candy came out. And at the Columbian Exposition, 1893, Chicago, F.W.Rueckheim sold his caramel coated popcorn later known as Cracker Jack, and Walter Lowney exhibited some hand-made chocolate bars. Milton S. Hershey saw German machinery for making chocolate at this Fair. He had it installed in his factory in Lancaster, Pennsylvania, to turn out the first American machine-made candy bars the next year. It is from this date that the machine-made American candy bar is dated.

1894 - Hershey Milk Chocolate bar and Hershey Milk Chocolate with Almonds. (Both are still being made.)

1905 - Bunte Brothers of Chicago came out with a combination bar, the Bunte Bar. Squirrel Brand of Cambridge, MA, started the American love affair with the peanut with its Squirrel Brand Peanut Bar. (Both no longer made.)

1906-1909 - George Ziegler Candy Co. made its peanut bar, named the Fox Trot bar later, and in 1911 renamed the Giant Bar. (No longer made.)

1909-1910 - The Cherry Chase was made by the Chase Candy Co., St. Joseph, Missouri. In 1916 a smaller version of this bar was manufactured as the Cherry Mash bar. (Still made by the Chase and Poe Candy Co., St. Joseph. MO.

1909-1910 - The Startup Candy Company, Provo, Utah, came out with its Fruits of Paradise bar, a fruit-flavored gelatin bar. (No longer made.)

1911 - The Cardinet Candy Company, Oakland, California, produced its Texas Tommy bar and the Almond Nougat Bar. The Texas Tommy bar was named after a dance that was popular in the Barbary Coast area of San Francisco. (No longer being made.)

1912 - The Standard Candy Company, Nashville, Tennessee, first issued its Goo Goo Cluster candy bar, and in Minneapolis, Minnesota, the Nut Goodie bar was first made by the Pearson Candy Company, now located in St. Paul, Minnesota. (Both bars still being made.)

1914 - Brown & Haley, Tacoma, Washington, produced its first candy bar and named it the Mt. Tacoma bar. The bar's name was shortly changed to just the Mountain bar. (Still being made.)

1917- Pittsburgh, Pennsylvania, saw the D.L.Clark Company start up in 1886. Its Clark bar came out in 1917. (Still made by the new owners of the D.L. Clark Co.)

1918 - Otto Schnering, Curtiss Candy Company, Chicago, turned out his first Baby Ruth bar late that year or early in 1919. It received a trademark in 1920. (Still being made by Nestlé.)

1919 - Peter Paul Halajian's first bar, the Konabar, came out but wasn't a success, so went by the wayside. The much more successful Mounds bar appeared in 1922, and is now being made by Hershey.

1920 - Fox-Cross Candy Co., Oakland, California, brought out its Nu Chu bar but it quickly disappeared. The company's Charleston Chew bar appeared in 1922. (Being made today by Warner-Lambert.)

1920 - The Oh! Henry bar first appeared this year made by the George Williamson Candy Co., Chicago. (Now being made by Nestlé.)

The 1920s saw a proliferation of bars such as Sweet Sixteen, Love Nest, Fat Emma, Baffle Bar, and Chicken Dinner to name just a few. During this decade it is guesstimated that around 40,000+ bars were produced, most of them to appear on the scene for only a short while.

Over the years new bars have appeared on a constant basis, so the process of creating new candy bars is an ongoing one.

BARS, BARS, BARS, BARS

M&M/Mars Milky Way is now available in King Size, and Milky Way is also available as an ice cream bar.

The very good Eurobars (four varieties) come from Champlain Chocolates, Burlington, VT. The varieties are Gianduja, Legendary Dark, Superior White, and Milk Chocolate.

Haven't tasted a Black Cow sucker for years, but recently did, and the sucker (Leaf, Inc., Chicago) tastes as good as I remembered it.(Now new ownership.)

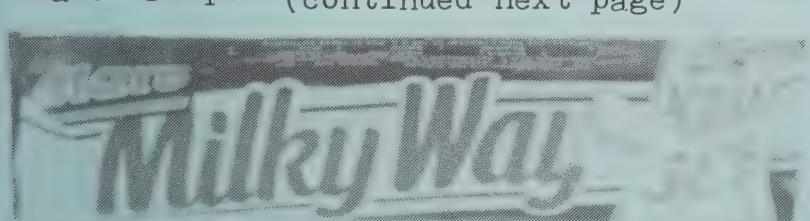
Forrelli Fruit Chews are imported by Allied International Corp., Newington, VA, and is a product of Brazil. The tasty chews come in four flavors, Grape, Strawberry, Orange, and Banana.

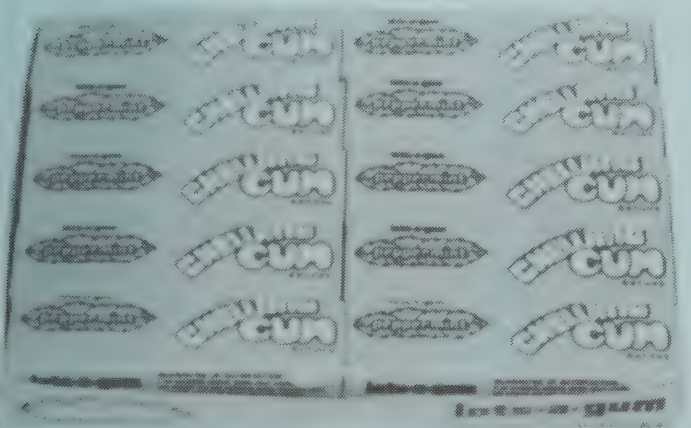
Pennsylvania Dutch, Mt. Holly Springs, PA, has now added Lot-A-Gum to its line of candies and snacks. Lot-A-Gum comes in four flavors, Cinnamon, Assorted Fruit, Peppermint, and Spearmint.

Home Again Foods, Orangeburg, NY, has out the very tasty Christopher's Chewies in eight flavors - Apricot Almond Orange Date Almond, Date Pecan, Carob Chip, Lemon Raisin Walnut, Peanut Butter Carob Chip, Cinnamon Raisin Walnut, and Carob Chip Almond.

Candy USA has out a World Wrestling Federation Super Stars bar that comes in Chocolate N'Crisp, Chocolate N'Peanuts, and Milk Chocolate. The same company also has out numerous college and university bars such as the University of Florida Gator Chocolate N'Crisp bar and the Florida State Seminole Chocolate N'Crisp bar.

Ghirardelli Chocolate Co., San Leandro, CA, has its bars out in new sizes and packaging - Milk Chocolate with Macadamia Nuts, Milk Chocolate with Almonds, Mint Chocolate, Dark Chocolate, Milk Chocolate, and Milk Chocolate Crisp. (continued next page)





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Droste Pastilles Milk and White Chocolate (Holland) are now available in the United States.

Leaf's Jolly Rancher candies come in attractive outside wrappers, the 5 Flavors Assorted Fruit Candies being expecially attractive and good tasting. And Leaf's ButterNut (formerly Hollywood Candy) tastes better than ever.

After meeting with success with its military operations, the Desert Bar, Hershey Foods Corp., Hershey, PA, is now being marketed for the general public. It's a chocolate candy bar that withstands temperatures of 140 F and tastes quite good. The wrapper is the same for both military and civilian version except that the sun is white on the military version and yellow on the civilian one.

From San Angelo, TX, Concho Candies, comes the very good vanilla praline, Concho Creamy Praline.

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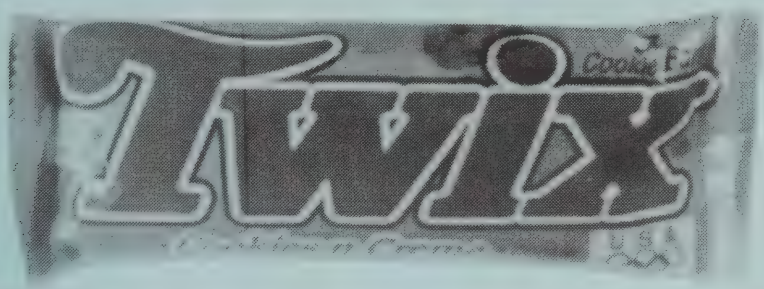

New from M&M/Mars - the good tasting Twix Cookies-n-Creme.

From Canada, William Neilson Ltd. is launching its Crispy Crunch bar (which has been around since 1930) in the U.S. It is being marketed in a joint venture with Pro Set Inc. of Dallas, TX, initially in nine states.

Callard & Bowser (USA) Inc., Elmsford, NY, is introducing into the U.S. products made by the merning of Terry's and Callard & Bowser of England. The products include such things as the very fine Terry's Chocolate Orange, Chocolate Nut Caramels, and Chocolate Bridge Mints.

Carl Brandt, Inc., Stamford, CT, is importing for sale in the U.S., Feodora products, Feodora Handelsgesellschaft, Hamburg, Germany - Feo-Tropic Chocolate Covered Tropical Fruit Fondants, Feo-Calvadoe Chocolate Covered Apple Fondants, and Feo-Joghurt Chocolate Covered Joghurt Fondants, as well as Feodora chocolate bars of various varieties. Brandt also handles Niederegger Marzipan products (J.G.Niederegger GmbH & Co., Lübeck, Germany) such as various size Schwarzbrot Marzipan bars, the Sahne-Nougat bar, and other marzipan products.

Birnn Chocolates, Highland Park, NJ, puts out some very fine truffles, among them being such flavors as Amaretto, Champagne, Rum, Coffee, Raspberry, Orange, Chocolate, Mint, and Hazelnut.

The Kennedy Candy Company, Longview, TX, has out a very good new product, Choc-Quitos, a chocolate caramel tortilla piece that's hard to put down once a bite has been taken. The same company also makes St. George Pecan Fudge. The company's phone number is 1-800-657-5258.

Hershey has come out with King Size (2.4 oz.) versions of its Symphony Milk Chocolate and Milk Chocolate with Almonds & Toffee Chips bars.

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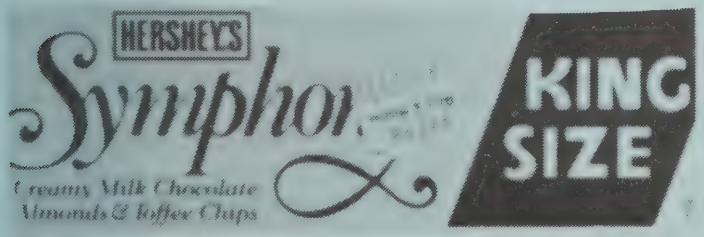

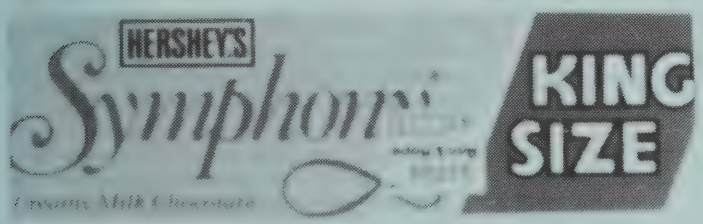

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M&M/Mars inttoduced Dove Chocolate bars to selected markets in June - Chicago, Minneapolis/Milwaukee, Boston, Portland, Hartford/New Haven, Buffalo, Rochester, Syracuse, and Albany. This very good tasting bar comes in several kinds of packaging and is available in both milk and dark chocolate.

Goo Goo Cluster, Standard Candy Co., Nashville, TN, had out a special 3/99¢ - quite a good buy.

M&M/Mars has a new wrapper for its Munch bar. And it has introduced its new M&M's Mint.

A new bar from The Chocolate House, Milwaukee, WI, is the Fudgie Bear bar. The bar is a smooth-tasting chocolate covered fudge.

American Licorice Co., Alsip, IL, has out four flavors in its Sour Punch Candy Straws line - Sour Apple, Orange, Strawberry, and Lemonade. They all are good on the sour side.

American Candy Co., Richmond, VA, has out its new Bean Balls (fruit centered jelly beans), and four different flavors in its Froops line of lollipops - Grape, Sour Apple, Cherry, and Orange. The pops are quite good, and the Bean Balls also have a good flavor.

The Kashi Co., La Jolla, CA, has out its Brittles, 5 Bran Cereal Chips bars.

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NATE SLOANE - I REMEMBER WHEN --"Those Were Not the Good Old Days"

I went into the candy business in the Boston area in 1926 - I had just finished high school - times were tough - I couldn't get a job so I got myself a Model T Ford truck and became a candywagon jobber. I got my supply of candy from local candy manufacturers and candy supply houses.

Penny candies were the big sellers and the price was 60¢ for 120 count. And 5¢ candy bars, 24 count, in most cases were 64¢. The so-called price to the retailer was 75¢ for 1¢ candies and 80¢ for bar goods.

In about a year I built my volume up to $200 a week and wound up with a net profit of about $30, which was great, as I now was the most successful 19-year-old-kid in town. In short order I bought a 1921 Model T Ford Touring car at the local auto wrecking yard for $20 - complete with tires that included two spares.

Prior to 1926 tobacco wholesalers did not sell candy in New England and the chain stores only sold candy at Christ mas time and even at that it was really only hard candy and ribbon candy.

My peace of tranquility ended in 1927 when tobacco wholesalers started opening cash and carry stores and were now selling a complete line of candy. Prices were slashed. Before long chain stores started selling candy bars and within a few months 5¢ bars were selling 3 for 10¢.

So it wasn't easy for the wagon jobber during the so-called "good old days," but I did manage to build a good-sized wholesale candy firm - candy was still a great industry. A number of years later I became a candy manufacturer. But that's another story.

(Editor's Note - Nate Sloane has been active in the candy business since 1926. And he's still as active in the business as he was 65 years ago!)

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Concorde Brands, St. Louis, MO, has out several new products, Juicy Chew, a pull-apart candy bar, cherry flavor, and three varieties of Taffy Tarts - Paradise, Very Berry, and Fruit. All these candies are quite good and make a nice sensory impression on the chewer.

ChipStickBrownie is called the "Best Brownie Bar in America," by Gerry Chipstick, Inc., Louisville, KY. The bar is manufactured and distributed by Drake Bakeries of Wayne, NJ. While the brownie is good, the claim is a bit overblown, sorry to say.

(The number of bars new to Gazebo sampled so far in 1991 - 270+.)

THE SAGEDY SAGA

Ray Sagedy, Ipswich, MA, took a trip to England this past summer. He reported that things were going well in London, and brought back some candy bars that showed the Brits were really hanging in there. The best of the bunch was the Topic bar put out by Mars of England. The bar had the traditional Mars nougat center, but the British version is more dense, less airy, than the American original. But the caramel and chocolate are quite good, and the hazelnut pieces sprinkled through the nougat makes for some very good eating. (This bar is quite similar to the Nuts bar made in Germany.)

The only disappointing bar in the bunch was the Taveners Trello bar, milk chocolate covered pink and white marshmallow bar of quite small proportions. But again on the quite good side were the popular aerated chocolate bars, Cadbury's Flake and Rowntree Mackintosh's Aero. Popular in Europe, the flaky aerated style of chocolate never has caught on in the U.S.

Terry's Marzipan bar - quite good, as was the Drifter (Rowntree Mackintosh) bar, two milk chocolate covered caramel and wafer center bars in the wrapper. Also on the good side was the Terry's Logger bar, fruit and nut in milk chocolate.

And, finally, the popular Yorkie Chunky Milk Chocolate bar and the Lion bar, both made by Rowntree, and Cadbury's Double Decker bar were all on the quite tasty side. So Ray's bag of goodies from England was indeed a most welcome treat.

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THE KASHI CONNECTION

The Kashi Company started up about six years ago in La Jolla, CA. Founder Philip Tauber's company has annual sales of around $5 million. Tauber hopes to increase that total by getting into markets other than just health food stores with his Brittles bar. The key ingredient of Brittles is 5 bran Kashi and sesame seeds.

The colorful Brittles packaging features a line-up of consumers of all ages munching on Brittles. The models are Kashi employees and family members, as Tauber decided to use them rather than professional models who would have cost him $250 each. Smart move as the photo turned out great!

NEWS TADBITS

Quick Topics, published by the National Candy Wholesalers Association, had a most interesting piece on the origination of confectionery words. The Sanskrit language in India produced the word sugar. Candy comes from (see below), chocolate comes from the Aztec Indians of Mexico, and licorice comes from early Greek. Caramel is Latin, bonbon and fondant are French, and fudge is English.

The word confection was first used in the 15th century, and marzipan first appeared in 1542. The word toffee joined us in 1783, lollipop in 1784, taffy in 1817, gum drop in 1860, and brittle in 1913.

In his delightful book, Latin for All Occasions, 1991, Villard, NY, Henry Beard comes up with Latin words and phrases for today's world. In the confectionery field, for example, say Lateres Martials for Mars Bars, Viae Lacteae for Milky Ways, Ursula Gummi for Gummi Bears, and Fabas Suaves for jelly Beans!

Marks & Spencer, the British retailer whose holdings include the Brooks Brothers chothing stores in the United States, has a very good line of chocolate bars made for that company under its own label by chocolate manufacturers in continetal Europe.

About 1/3 of candy made in the U.S. is manufactured in the Chicago area.

Good & Plenty candies were first introduced in 1893.

The word candy comes from a plant, a sweet reed, called kand that was brought from India to Macedonia by Alexander the Great's troops about 340 B.C.

In an article in The New York Times, writer Florence Fabricant said 90% of the world's crop of chocolate (a variety called forastero) is grown in Brazil, Africa, and parts of Asia, but is the least flavorful of three varieties. The most prized variety, called criollo, is said to be the original Mexican strain of the plant, and is now cultivated mostly in Venezuela. Experts say it has superior flavor and aroma, but it accounts for only 2% of the world's crop. A third kind, trinitario, is a Trinidadian cross between the other two, but its characteristics are closer to forastero than criollo. It is grown principally in South America.

Confectioner magazine, July-August, 1991, reported that E.J.Brach is taking over Vernell's Fine Candies of Bellvue, WA.

Boston magazine, August, 1991, reported that the best new chocolate shop in Boston is the Lake Champlain Chocolate Company at 101 Federal Street.

Harper's Index reported the following statistic - The amount of chewing gum collected each year by the maintenance crew at the Statue of Liberty is about 600 pounds.

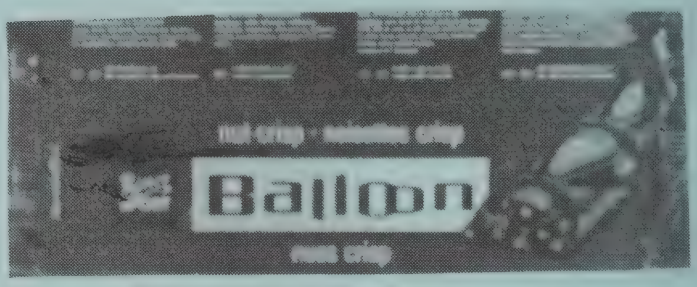
In his book, Make Room for Danny, 1991, Putnam's, Danny Thomas writes that when he was courting his wife during The Great Depression he didn't have much money, just having six cents in his pocket one day. He knew how much Rose Marie liked Milky Way candy bars, so he spent 5¢ on a Milky Way bar, walked a mile to her house to present it, then walked six miles to work as he couldn't afford taking the streetcar, having just one cent left.

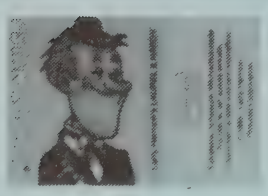
According to Candy Industry, Nestlé of Switzerland has acquired a large portion of Intercsokolade Ltd. of Hungary, the second largest chocolate and confectionery manufacturer in that country.

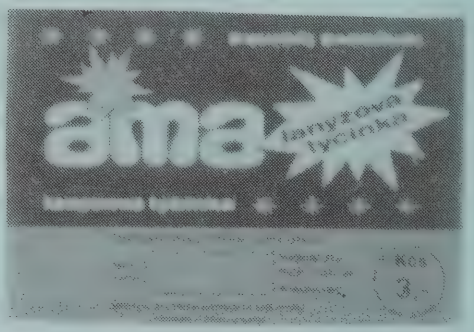
Ruth Hunt Candies, Mount Sterling, KY, is spreading the word about its Blue Monday bar. Aggressive sales efforts are being focused on the larger cities near Mt. Sterling such as Lexington. Then as sales pick up the area of focus will include Louisville and Cincinnati.

Stanislav Kramsky, Prague, Czechoslovakia, sent good news - Nestlé of Switzerland has entered into an agreement to purchase factories in Bohemia and Moravia, and this thus enables Czechs to purchase high quality chocolate for which Nestle is known throughout the world.

Kramsky also sent along numerous wrappers, some of which are shown below, that are of particular interest. The Süsser Riegel (Sweet bar)is made by the Stollwerck AG of Cologne, Germany, the same company that had the chocolate exhibit at the Columbian Exposition in Chicago in 1893 (see front cover). The bar is milk chocolate covered with an interior of nougat and waffle sticks. Stanislav also sent along two 1985 Pfister (Switzerland) wrappers, one showing Stan Laurel, the other Oliver Hardy, the classic movie clowns of U.S. films (1920s-1950s). Also from Germany the new Ritter Balloon bar (hazelnut piece interior), and from Czechoslovakia the Ama bar.



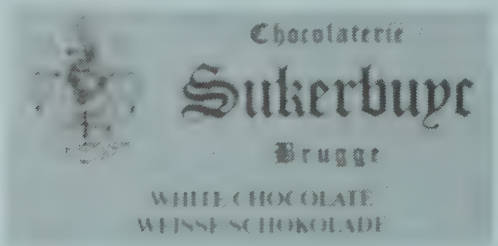


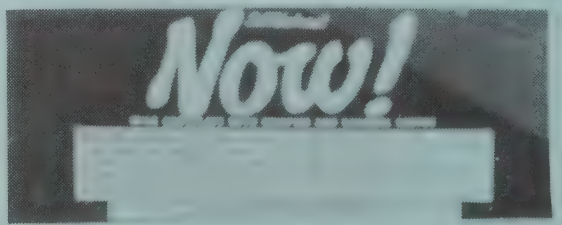


In his second communication Harry Levene, London, wrote to say that Crabtree & Evelyn bars have been available in England for a few years already. The bars (as well as U.S. bars) are made by Mondose of Belgium, which makes a good chocolate, but no better than many other Belgian makes. Under its own name (Mondose) bars sell for about 30% cheaper than Crabtree.

Harry went to the International Food Exhibition for five days earlier in the year and really pigged out on all the foods available, chocolate included.

Harry sent along numerous new wrappers. The Sukerbuyc white chocolate bar (also in other varieties) comes from Brussels, Belgium. And made for St. Michael (Marks and Spencer) of England is the Now! bar. From Jacobs Suchard of Switzerland (owned by R.T.R Nabisco, U.S.) comes the Milka Tender bar. From Nidar Bergens of Norway, the Relax Bar, and from Cyprus, the Be Happy bar. From Highgate, Jamaica, comes the Caribbean Gold bar, and from Jacobs Suchard of Belgium the Aruba, a cheaper line of chocolate bar from Cote d'Or. This bar is made for import sale in Spain. (concluded next page)





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KENNEDY CANDY COMPANY

The Kennedy Candy Company opened in 1989 in Nacogdoches, Texas, making Sir George chocolate fudge (from an old New Orleans recipe). In time the company moved to Longview, Texas. and that's where Dorothy Kennedy invented the hot new product, Choc Quitos.

The company has won contracts with Macy's in New York, Bloomingdales, I. Magnin, and 10 Marshall Fields stores, to name a few of the country's elite department stores that have gone in big for the very tasty Choc Quitos product.

About 14 employees work at the company now, but before Christmas the Kennedy's expect no less than 50-60 will be hired temporarily to see the company through the annual Christmas rush.

According to the Longview News-Journal, Dorothy Kennedy said that Gene Autry, owner of the California Angels (baseball), orders them (Choc Quitos) 50 pounds at a time for his sky booth in Anaheim Stadium.

TERESA FINER - Gum

A recent The Wall Street Journal article reported that the Wm. Wrigley Jr. Co. spent $158 million on advertising last year, and $134 million in 1989. While Wrigley commands a 48 percent share of the market, the company continues to spend large sums on advertising because of the impulsive nature of chewing gum purchases.

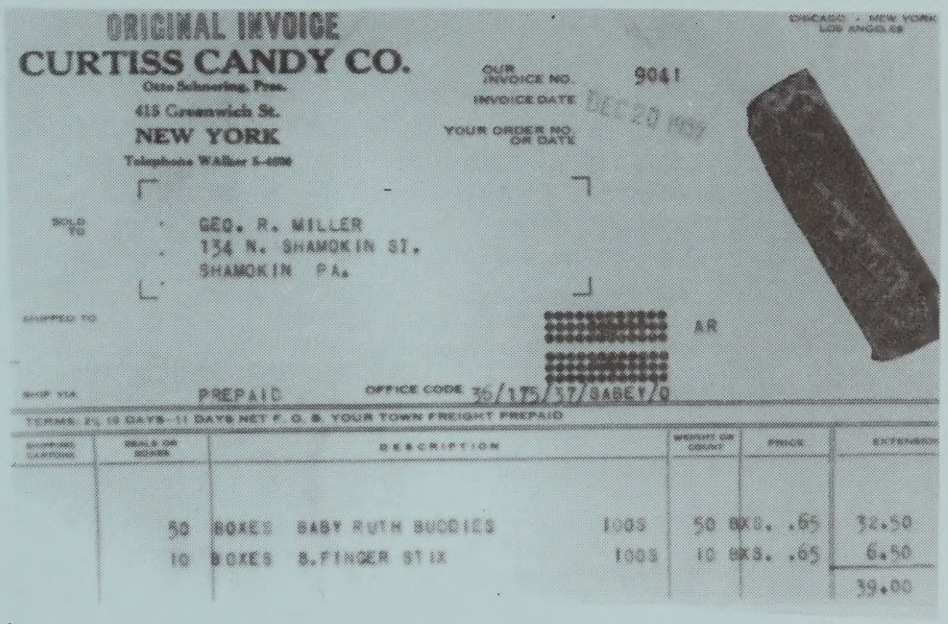
Early Wrigley ads did such things as telling people to buy gum by the box, and often featured children in the ads. During World Wars I and II the American gum habit was spread overseas by U.S. troops who passed it on to civilians of occupied countries. A Wrigley ad in The Red Cross Magazine (1918) was a World War I effort. And according to a 1943 ad, the demand for gum was "outstripping" Wrigley's capacity to produce it, due to its ability to steady nerves, relieve "false thirst," and fight drowsiness in war time production factories.

Wrigley dominates the gum market, its biggest competitor being Warner-Lambert Co., makers of Trident, Dentyne, etc. Still further back is RJR Nabisco Inc., makers of Beech-Nut, Care Free, etc.

For many years the Wrigley family was owner of the Chicago Cubs, giving up ownership to the Chicago Tribune in 1981. Another gum maker got involved in baseball in a different way, by the making of baseball cards to be given away with its Bowman's Chewing Gum. (At a recent auction at Sotheby's, New York, NY, a set of 1953 Bowman's baseball cards sold for $19,000.) The Bowman Chewing Gum Company, also known as Bowman Gun, Inc., also put out for a few years its Warrens Fruit Cocktail Chewing Gum. In 1946 Warrens was advertised as "the one and only 'cocktail' chewing gum." The Bowman company was founded by J.Warren Bowman, a flamboyant businessman. The Topps Company acquired Bowman in 1954.

WRIGLEY'S
The Economical Sweetmeat
Back of the brave lads in service stand many agencies of relief. WRIGLEY'S affords refreshment, vim and vigor that make it a valued part of the kit.
The Flavor Lasts
WRIGLEY'S SPEARMINT
WRIGLEY'S DOUBLEMINT
PEPPERMINT

An original invoice from the Curtiss Candy Co., New York, NY, offices is shown. It is dated December 20, 1932, and lists orders for 50 boxes of Baby Ruth Buddies and 10 boxes of Butterfinger Stix at sixty-five cents for each box.



ORIGINAL INVOICE

CURTISS CANDY CO.

Otto Schnering, Pres.

415 Greenwich St.

NEW YORK

Telephone Walker 5-4096

OUR INVOICE NO. 9041

INVOICE DATE DEC 20 1932

YOUR ORDER NO. OR DATE

SOLD TO GEO. R. MILLER
134 N. SHAMOKIN ST.
SHAMOKIN PA.

SHIPPED TO

SHIP VIA PREPAID OFFICE CODE 35/175/37/BABET/0

TERMS 2% 10 DAYS-11 DAYS NET F. O. B. YOUR TOWN FREIGHT PREPAID

SHIPPING CARTONS	NOS. OF BOXES	DESCRIPTION	WEIGHT OR COUNT	PRICE	EXTENSION
	50	BOXES BABY RUTH BUDDIES	1008	50 BXS. .65	$32.50
	10	BOXES B.FINGER STIX	1008	10 BXS. .65	6.50
					39.00

The Inside Collector, June, 1991, carried an article by Cecil Munsey on the Walter Baker Company, then located in Dorchester, MA. In the article it said that back in 1833 Abraham Lincoln and his partner, William Barry, sold Walter Baker's Breakfast Cocoa in their store in New Salem, Illinois.

The Wall Street Journal, July 1, 1991, ran an article about Caprenin, a low-calorie fat product that could replace cocoa butter in candy bars. Caprenin has five calories a gram instead of the nine calories a gram in other fats. Procter & Gamble Co., makers of Caprenin, has asked the Food and Drug Administration to approve the new product. And if it is approved P&G will manufacture it through a joint venture with Grindsted, a Kansas City, MO, maker of emulsifiers and stabilizers and sell it to candy makers.

The New York Times in July carried a rather amusing article on forthcoming legislation in the state legislature in Albany, NY, the so-called "candy-bar bill." William L. Parment, a Jamestown, NY, democrat was interviewed and said that a Snickers candy bar had "more carbohyrates, more protein, more calcium, less sodium, and less cholesterol" than a hot dog on a bun, which many schoolchildren are served for lunch. And on the other side of the picture, Helene Weinstein, a Brooklyn Assemblywoman said, "even eating a hot dog is better than eating five bags of M&M's at 11 o'clock in the morning."

Mark Challenger, Chicago, IL, sent along a photo of an old candy box, Babies. Made by the now defunct Quaker City Chocolate and Confectionery Company, the Babies box carried rather grotesque caracatures of Negroes. The product was either a licorice candy of a kind known in the trade of the 1920s and 1930s as the "chocolate baby," or a chewy chocolate piece.

Snickers candy bar "Reach for Satisfaction" Olympic Card sets will be available to consumers in October/November, 1991. Each set of cards contains 10 full-color action photo cards of Olympic athletes (U.S. field and track Olympic teams).

The nonsense song hit of 1935 was "The Music Goes 'Round and 'Round." It was one of those things that commanded attention by its very absurdity. The words were a deliberately silly description of how a tuba was played. And it was in 1936 that the Bonita Co., of Fond du Lac, WI, came out with its 5¢ candy bar, Round 'n Round, named after the song hit. The bar was made up of crispies, nuts, and chocolate, but it wasn't nearly as successful in the marketplace as the song after which it was named.

NEWS TADBITS

The Boston Globe carried the following item - "California's tax regulation for candy and snacks, an 87-page compendium of munchies, sweets, and goodies, took effect July 15, 1991. The $300 million 'munchy tax' lists by brand name, items that are taxable and those exempted."

Back in 1933 the Bonita Co., Fond du Lac, WI, announced the debut of a new penny draw assortment on punchboards, "The Bathing Beauty Contest." The winning prizes were candy bars wrapped in attractive (for the times) bathing beauty wrappers of several varieties.

Back in 1936 the Walter Baker & Co., Dorchester, MA, came out with reformulated bars and new wrappers for its Baker bars - a red wrapper for the milk chocolate bar, a blue wrapper for the almond bar - the product name was spelled out in wax paper block letter windows which allowed the silver foil of the inner wrapper to show through. The wrappers also included the likeness of the Chocolate Girl, whose likeness had appeared on all Walter Baker merchandise since 1883.

Also in 1936, the American Candy Co., Milwaukee, WI, came out with its 5¢ bar, It's Tops, a combination of milk chocolate, almonds, and chocolate malted milk wrapper in cellophane. It was produced in the line of Rex bars made by American Candy. The new Rex candy bar was Maple Time. The bar consisted of divinity nougat made with sugar bush maple syrup and filled with almond bits.

Raw Data, Sally Chapman's book, 1991, St. Martin's Press, is an exciting mystery about computers and Silicon Valley. It also contains numerous references to candy bars - "He furiously snatched a half-eaten Snickers bar out of his ink-stained shirt pocket and furiously bit off a chunk." and then a bit later - "His fingers trembled as he fumbled with the wrapper of a fresh Mars bar."

M Inc., August, 1991, reported that the comic book, Cadillacs and Dinosaurs, is now also a candy bar. In the same issue in its "Cash Register" column, the publication reports that Hershey Foods sent 1,000,000 Desert Bars - a $500,000 retail value - to troops during the Persian Gulf war.

Humorist Patrick McManus, They Shoot Canoes, Don't They?, 1981, Holt, Rinehart, wrote about a long time ago Christmas when his sister gave him a used candy bar as a gift. --"This Snickers bar has teeth marks on it," I said. "I know," his sister said. "I forgot, I don't like caramel." He continued, "You didn't lick it all over, did you?" She said, "No, what kind of a person do you think I am?" Thinking that she was the kind of a person who would lick a Christmas present, I worried for weeks after eating the candy bar that I would come down with some terrible disease carried by my sister."

Ed Curtis Jr., Winona, MN, wrote to say he is working on a deal to acquire a Home Run candy bar wrapper made by the George H. Ruth Candy Company.

Jack Bickham, Overhead, A Tor Book, 1991, in his great tennis mystery says, "The glare of the sun on the court's surface made it hard to pick out faces in the bleachers, but I saw some individual faces: a kid gnawing on a hot dog, a pretty girl coolly returning my stare from behind her big red-framed sunglasses, a brawny man leaning back, sucking on a Tootsie Roll."

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